

## ABSTRACT

Self-adhesive labels are formed by repetitively cutting linerless web material which is fed from a roll into and through a rotary knife cutter. The labels are then transported to and applied to articles. To improve cutting of the web and labeling, the web and or labels are contoured, e.g., they are made concave, in a plane transverse to the direction of flow path. To contour the web or labels, alternative endless belt arrangements are used, wherein the center line of the adhesive side of the web is adhered to a belt surface. Preferably, a one-piece belt having spaced apart and movable lengthwise portions is used. Different transport velocities are used for web fed to the cutter and for labels taken-away from the cutter. Cutter motion, and thus label length, in forming either linerless and lined labels, is controlled according to how printed indicia bar marks on the web are severed into portions; alternatively, according to whether or not the cut falls between two spaced apart printed indicia. Linerless labels have die cut edge cutouts, so that when they are severed, round corner labels result. A rotary cutter anvil is internally cooled to help prevent linerless web adhesion; and the anvil and cutter are frictionally engaged, to rotate together.